



Eco Ninjas

Our Social Value Strategy 2025-2028





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1 Introduction

Eco Ninjas Limited manages social, environmental, and economic impact through an approach aligned with key legislation, including:

- The Public Services (Social Value) Act 2012
- The Procurement Reform (Scotland) Act 2014
- The Wellbeing of Future Generations (Wales) Act 2015

Social value is at the core of our operations, driven by a genuine belief in doing the right thing, not just fulfilling legal obligations.

We aim to embed social value in our wide range of projects and services, ensuring that positive social impact is created through managed policies and procedures that has a genuine effect on the communities and stakeholders we serve.

Our social value strategy aligns with national goals such as NHS England's initiative on positively impacting public health and the environment, reducing cost to the service and reaching net carbon zero.



Who are we?

Eco Ninjas is a small medical textile company manufacturing innovative headwear with name badges affixed. We create social value that aligns with our mission and enhances community well-being. This strategy outlines key areas of focus, goals, and actionable steps to foster social value while promoting business sustainability.



Co-founders and directors of Eco Ninjas:
Neil Draper and Danielle Checketts.





Vision & Mission

Vision:

We aim to be a trusted healthcare partner, enhancing lives through our innovative medical theatre badge hats, which improve patient safety, enhance teamwork, reduce hierarchical barriers, improve staff morale, and the patient experience.

Mission:

To provide high-quality medical products/services that address health needs while positively impacting the communities we serve.





Eco Ninjas

Social Value lead

Our plans are ambitious, and we are fortunate to have the full endorsement of our leadership team, as well as NHS leads from hospitals across the country. I firmly believe that Eco Ninjas have the potential to make a genuine, meaningful impact on the communities we serve, as well as in the areas where we live and work.

As co-founder and Managing Director of Eco Ninjas since 2022, and more recently stepping into the newly created role of Social Value Lead in December 2024, I am incredibly proud of the journey we have undertaken and excited about what lies ahead. Over the years, we have established strategic partnerships with leading organisations across the UK.



2 Responsibility and Social Business



Eco Ninjas

Our Social Value Strategy is aligned with the Social Value Act 2012. The Procurement Policy Note PPN002, and NHS England’s Social Value Framework. We identify four key focus areas, aligned to the United Nations’ Sustainable Development Goals. The four pillars embedded across our business to ensure responsible and social business are:

OUR CUSTOMERS

Deliver on the behalf of our customers and their communities to increase safety, collaboration and well-being.

OUR COMMUNITIES

Collaborate with the communities we supply to and deliver meaningful social impact using our expertise and resources.

OUR ENVIRONMENT

Decrease waste of existing disposable theatre hats and reduce transport to landfills. Our reusable hats, in place of disposables, will have significant environmental benefits.

OUR SUPPLY CHAIN

Support, collaborate and innovate with our clients and supply chain to deliver and record the maximum long-term social impact.



Social Value Model – PPN002

5 Missions

Kick start economic growth.

Make Britain a clean energy superpower.

Take back our streets.

Break down barriers to opportunity.

Build an NHS fit for the future.

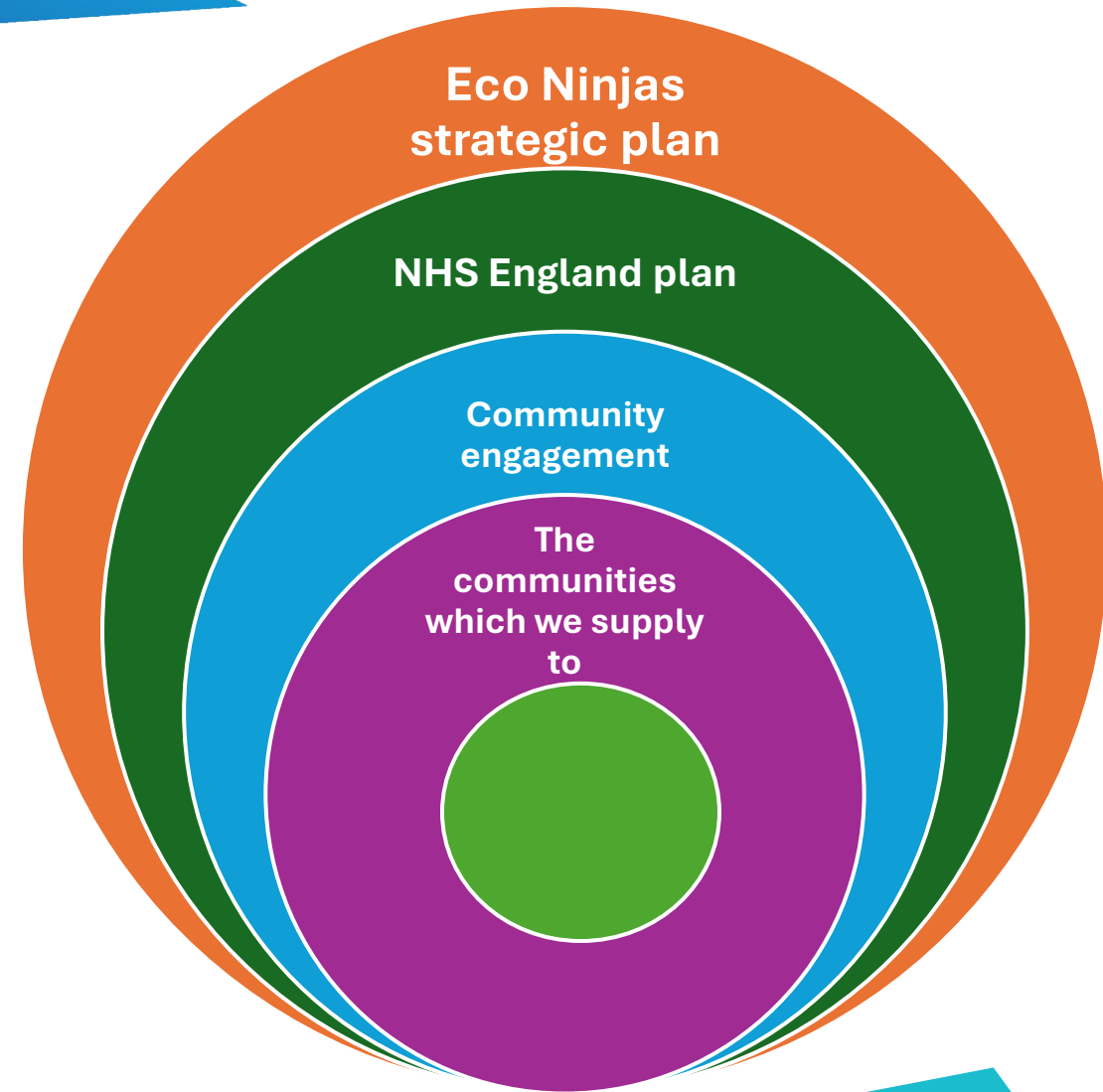


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Measurement

Social Impact

- We use Measure Up*, providing a recognisable framework, aligned to the United Nations Sustainable Development Goals (SDGs), the themes and outcomes outlined in PPN06/20. Giving us a framework to track and evidence our achievements.
- WELLBY's transparent model helps us identify, plan and communicate our social impact on clients, the wider supply chain, communities and other stakeholders.
- We share our data with hospital users and local communities to demonstrate our ongoing commitment to social value, fostering stronger relationships and enhancing our reputation as a trusted NHS supplier.



** Measure Up utilises Treasury Green Book updates and government definitions to create a meaningful social value framework.*



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Our Communities



Eco Ninjas

Support and collaborate within the local community

Engaging effectively with the local community where we implement our products, taking steps to be more environmentally friendly in our supply chain and finding ways to improve society.



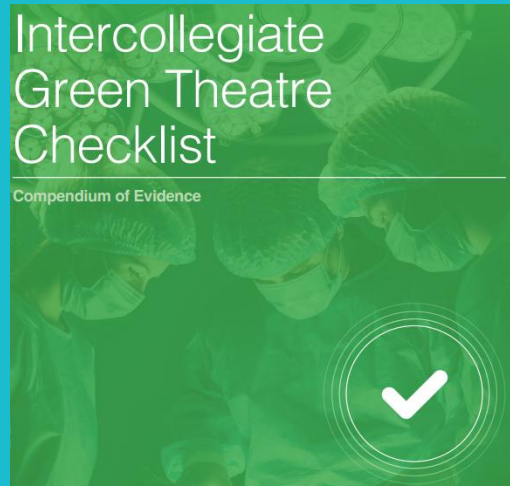


5 Our Environment

Address the crisis at local and supply chain levels

Recognise and confront our impact on the environment, making choices that are driven to help the climate and positively impact local air quality and start our journey towards net zero.

Aid clients in strategic choices that align with recognised recommendations such as the Green Theatre Checklist, which recommends a switch to reusable textiles.



Reusable Theatre Textiles

► *Theatre hats:*

Multiple studies have demonstrated no difference in Surgical Site Infections (SSIs) with disposable bouffant caps compared to traditional, reusable cloth caps.⁴⁵⁻⁴⁸ Reusable caps are more cost efficient in the long run.⁴⁸

To date no studies have compared theatre headwear from an environmental perspective, but other reusable theatre wear has been shown to be more sustainable.⁴⁹

Reusable hats are acceptable theatre wear according to NHS guidelines,^{50,51} and can be personalised with names and roles to improve team communication.⁵²





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Our supply chain and stakeholders

Join and collaborate with frameworks and NHS regions to recognise a better future

Provide products that our stakeholders need

Ensure fair pay and well-being through our supply chain

Prioritise local and green businesses

Foster open communication channels

Collaborate with the wider NHS supply chain

Encourage innovation to improve the environment, patient care, social impact and long-term sustainability



7 Social value in action



Eco Ninjas

Spark Charity in Somerset

The Challenge

We have reached out to Spark Somerset to find out what their requirements are regarding help for the charities they support. First meeting was held in March 25, a/w response with requirements.

The Solution

The Outcomes



Social value in action



Eco Ninjas

Nottingham University Psychology students (March 25)

The Challenge

We engaged with Nottingham Trent University Psychology students who are in their final year and must complete a PAW module (Psychology Applied to Workplace). We tasked the students to undergo a research project to ascertain the communication issues within operating theatres due to staff not wearing easy-to-read name badges and the impact that this has on 1) patient safety 2) Patient anxiety and the patient experience and 3) staff morale.

The Solution

We worked with the students by providing a brief and taking a video conference call to discuss the issues with non-identification in operating theatres, the reasons behind it and how our product range could be the solution.

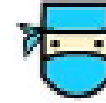
The Outcomes

The student's research illuminated the benefits of transitioning to reusable theatre badge hats and underscored the importance of patient experiences, sustainability, and effective leadership in driving change in operating theatres within the NHS.



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Social value in action



Eco Ninjas

Name badges on high-Viz vests (October 24)

The Challenge

We worked with a local school in Warwick called Woodloes Primary. The before and after-school clubs at Woodloes Primary implemented high-visibility vests to identify who they were to parents and children to make them stand out.

The Solution

We recognised that although they stood out, their names were unknown, so we asked them what they required. The team wanted name badges for their vests but did not have the funds to purchase any, so we worked with them and had some name badges manufactured for free. . We also lent them the equipment and materials to add the attachment of press studs to their high visibility jackets so that their name badges could simply attach to them.

The Outcomes

Since having the names badges on their vests, communication amongst staff, parents and the children has significantly improved.



Social value in action



Research and development

The Challenge

We have consistently invested in R&D and are focused on affordable healthcare solutions.

We reached out to stakeholders by conducting several research studies to understand the requirement for named theatre hats and the obstacles to current methods used, such as embroidery.

The Solution

We have engaged with Birmingham University and Innovate UK to conduct interviews, reviews and testing methods to provide the information required to enable us to manufacture a suitable product which can fulfil the needs and requirements of improving communication in operating theatres.

The Outcomes

We worked with engineers and labs to design and conduct robust testing of our products to enable us to provide the best solution to meet the needs and requirements in surgery.

<https://www.econinjas.co.uk/our-studies-and-research>



Social value in action



Eco Ninjas

Donating medical hats to Malawi

The Challenge

Third world countries require help in the form of donations of medical supplies for their hospitals to be able to perform surgery.

The Outcomes

The medical hats have been given to St. Joseph's hospital in South Malawi to enable them to wear protective headwear during surgery. Rather than using disposables, the reusable medical hats can be laundered and repeatedly used again.

The Solution

We donated a batch of our medical hats to a charity called Intercare, who collected medical equipment and textiles to help third-world countries in St. Joseph's Hospital in Southern Malawi.



Conclusion

Actions:

Our Social Value Strategy is a living document which will strengthen and develop as our company grows and as community needs change. By focusing on these key areas, Eco Ninjas will try to create a meaningful impact, enhance our reputation, and ensure long-term sustainability in a competitive healthcare market.